**Every Second Counts When It Comes to Stroke**

***[Hospital Name] Saving Lives During the COVID-19 Pandemic by Preventing Stroke with the TCAR Procedure***

[CITY, State] – [Date] – As the novel COVID-19 pandemic sweeps the nation, [Hospital Name] has implemented numerous protocols to stop the spread of the virus and protect patients during this crisis. People’s day-to-day activities have drastically changed to safeguard themselves from the virus, but there is one thing people should not avoid due to the COVID-19 virus – delaying care for life-threatening conditions such as carotid artery disease which may lead to a stroke.

Strokes still happen during a pandemic. In fact, every 40 seconds, someone in the United States has a stroke. Worldwide, nearly 6 million die from a stroke and another 5 million are left permanently disabled every year. Yet, there was a 40% decline in patients seeking stroke evaluations during the COVID-19 pandemic ([cite](https://www.nejm.org/doi/full/10.1056/NEJMc2014816)). Even with the fear of COVID-19, it is crucial to get care as soon as possible to prevent the chance of a future stroke. With up to a third of strokes caused by carotid artery disease, [Hospital Name] offers patients minimally invasive options such as TransCarotid Artery Revascularization (TCAR) to prevent future strokes with a faster recovery time and an increased chance of being discharged to home1.

[Patient Name] took action to protect [his/her] health and sought immediate care once [he/she] was diagnosed with carotid artery disease. Even during a pandemic, [Patient Name] was not going to risk the chance of having a stroke.

PATIENT QUOTE (if available): “[Hospital] made me feel safe getting treated for my disease. I didn’t want to wait to get the TCAR procedure done and increase my chance of getting a stroke. The procedure was easy compared to the other surgeries I’ve had, and the recovery was much faster,” said [Patient Name], who was considered too risky for traditional surgery. “I was out of the hospital the day after the procedure with a much smaller scar than I expected. I feel great and am looking forward to getting the other side done very soon.”

Prior to TCAR, the main treatment option for severe carotid artery disease was an open surgical procedure called carotid endarterectomy (CEA). CEA removes plaque from inside the carotid artery to restore normal blood flow to the brain, but the large incision leaves a visible scar the length of the neck and carries risks of surgical complications, including bleeding, infection, heart attack and cranial nerve injuries that can cause issues with swallowing, speaking and sensation in the face.

SAMPLE QUOTE: “We are taking every precaution to ensure the safety of our patients during this pandemic, and TCAR is an important patient option in the fight against stroke,” said Dr. [Name, title]. “Because of its low stroke risk and faster patient recovery, I believe TCAR represents the future of carotid repair.”

[Hospital Name] has taken extra safeguards to ensure the safety of their patients from COVID-19 by:

* [insert hospital COVID protocols].

The TCAR procedure was developed by Sunnyvale, California-based Silk Road Medical, Inc. and includes the ENROUTE® Transcarotid Neuroprotection (NPS) and Stent System – the first devices designed and FDA-approved specifically for TCAR. Over 15,000 TCAR procedures have been performed worldwide through clinical trial and commercial use. TCAR has been studied extensively, and the clinical data have been excellent. Additional information about TCAR is available at <http://silkroadmed.com/disease-and-treatment-options/>.

**About [Hospital]**

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### *Press Release Template* ###

1M. Malas, MD; VAM Presentation 2019

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Sources:

https://vascular.org/patient-resources/vascular-conditions/carotid-artery-disease

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https://www.world-stroke.org/world-stroke-day-campaign/why-stroke-matters/learn-about-stroke